

Main Street Reisterstown Program

Minutes

Location/Date: Reter's Crabhouse, Reisterstown - November 5, 2012

Attendees: Glenn Barnes, Mary Molinaro, Calvin Reter, Shirley Smith, Christy Tasker, Dan Carey, Lorena DeLeon, Paul Davolos

Glenn explained that Amy sent an email around 8:30am this morning explaining that she was too sick to attend the meeting and suggested rescheduling later this week or next week. He sent a subsequent email advising everyone that we would have the meeting as originally scheduled although it may not need to be as long.

Mary said that she spoke with Amy this morning and got an outline of what she hoped to accomplish at today's meeting and that Mary told her she would try to follow the topics and get the information.

Amy's AGENDA

- Assess the district is the next step

- Take an inventory of businesses

- Stakeholder Analysis – part of it is the membership list for RIA but must include more

- Market Analysis is at her office and will be part of the next meeting

- Discussion of strengths and weaknesses

- Mission Statement development

- Vision Statement development

Mary said that she and Kathy Gambrill walked Main Street and made a list of most if not all the business from Hanover Pike to Franklin Blvd.

Shirley asked for clarification of the district. Mary said that we are discussing the area defined by Baltimore County as the area for economic redevelopment which has a northern boundary of Hanover Pike at Butler Road down to Reisterstown Road and Franklin Blvd. to the south. It also includes the and the split out MD140 to the 795 entrance on the way to Westminster. We also discussed the model that we will follow applying for MD Main Street when they start accepting applications and we want to have everything ready when we hope they open the process at the end of 2013. Mary said that ROG Coordinating Council, Brian Ditto said that ROMG Chamber, and Shirley Smith agreed as a Main Street property owner that Reisterstown Improvement Association should be the existing organization for this program. Mary suggested that the Mission Statement of Reisterstown Improvement Association can satisfy the one for our MD Main Street Application or at least it is a good starting point:

“The Reisterstown Improvement Association, Inc., is dedicated to effecting community development which enables economic growth for businesses and enhances quality of life for residents, while respecting the town's unique character through planning and implementing social and economic activities in the Reisterstown commercial corridor.”

The model looks like the following:

Main Street Program in an Existing Organization



There will be a 5th Committee entitled “Clean, Safe, Green Committee”

The Parent Organization will be Reisterstown Improvement Association, Inc. as it was created after the pre-Charette for the sole purpose of the work along Main Street.

Amy said she will be the Executive Director or as is sometimes called the Main Street Manager. Lorena has volunteered to work part-time with Amy with that job.

Other volunteers who signed up at the last meeting which was held during the RIA monthly meeting, September 16th as well as today’s meeting are:

Organization Committee -- Mary Molinaro, Lorena DeLeon, Alice Reid

Promotion – Glenn Barnes, Christy Tasker

Design – Irwin Kramer

Economic Restructuring – Paul Davolos, Glenn Barnes

Clean, Safe, and Green – Dan Carey

While Amy said it is too soon to worry about the committees , the consensus at the meeting is that we need to have a few interested people as each committee ultimately needs 8-10 people. Hopefully a lot of interest will be created at the town hall meeting. Some discussion was held about whether that will be something that can be held before the end of 2012 or need to wait for good weather in the Spring of 2013. We are all aware of the need to use Amy and her resources while we have them available. We decided we need to wait for Spring, 2013 to be organized.

Lorena led the discussion Amy wanted regarding strengths and weaknesses and said that from her past experience Amy is looking to develop a SWOT plan (strengths, weaknesses, opportunities and threats). The results of the discussion are as follows:

S.W.O.T. Analysis

S_trengths

- Historical Location
- Support for county
- Strong local leadership
ROMG, ROG, RIA
- Community interest
- Successful Past Events:
Music on Main St
Blooming Arts Fest
Corn Roast
Reisterstown Festival

W_eaknesses

- Building code restrictions
- Inclusion of all interested parties
- Political challenges due to past history
- Lack of retailers and restaurants
- Crime
- Lack of family friendly activities

O_pPORTUNITIES

- Reinvent based on community needs and wants
- Potential “College Town”
- Time to develop since Mall and Foundry row are not expected until 2015

T_hreats

- New local business development such as Owings Mill Center and Foundry Row